



News **LEAD** er

CHILDHOOD LEAD POISONING PREVENTION PROGRAM
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MOHSAIC Update

On August 28, 2004, development, implementation, and conversion of the childhood lead database into the Web-MOHSAIC (Missouri Health Strategic Architectures and Information Cooperative) lead application for out-state Missouri was completed. The conversion included 198,000 children, 276,000 blood tests, 3,135 cases, 1,811 investigations, 3,580 samples and 4,831 memos. To allow staff to identify problems and propose solutions to the development team, dual data entry into both STELLAR (Systematic Tracking of Elevated Lead Levels & Remediation) and MOHSAIC was conducted for the month of September. A second implementation was completed on November 19, 2004, to correct problems affecting both the child and address records.

MOHSAIC development staff will now begin to address a Department of Social Services linkage problem that impedes our data entry into the system. We are hopeful this correction will be in place by the beginning of the year, to facilitate the resumption of dual data entry and conversion of other STELLAR sites in St. Louis City, St. Louis County, Kansas City and Springfield-Greene County. Access and training for the lead application will be delayed until system stability and accuracy are assured. However, we will be soliciting, by survey, information on training needs and formats for MOHSAIC. Thank you to everyone for your patience.



Physician Education Campaign June 2003

The Physician Education Campaign was a success! Thanks to all of you who helped educate Missouri physicians. During this statewide campaign, lead poisoning prevention advocates were asked to provide materials, including mandatory lead testing requirements and fact sheets, to their local physicians. Thirty-two agencies participated and reached a total of 665 physicians during the month of June. Many of you stated that you planned to participate in the months following June. Just think of all the Missouri physicians who were reached!

Here are great examples of how Henry County and Polk County Health Center's participated in the campaign:

Henry County Health Center

Jennifer Umland, LPN, educated local physicians by presenting at a physician staff meeting. She used the campaign materials provided to make an educational packet, which was handed out to 24 physicians. The presentation provided an

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excellent opportunity for her to talk to physicians and for them to ask questions. She was able to clarify how WIC and Henry County Health Center (HCHC) work together with the testing. The “lack of knowing who is tested” was brought to her attention. HCHC will be implementing a new system to notify physicians as an outcome from this meeting. What a great way to reach a large number of physicians at once!

Polk County Health Center

Cammie Wine, RNC, visited 20 physician offices in Polk County. She met with each physician or their nurse practitioner and provided them with the campaign materials. She was able to go over the packet of materials one-on-one. She stated that the physicians were glad to get the materials, especially the testing areas map and the Testing and Follow-Up Guidelines Chart, because these are something they will use on a regular basis. Participating in this campaign was beneficial for Polk County because the physicians and nurse practitioners were provided with a time to ask questions they might not have otherwise asked. “It increased their awareness of how important lead testing is,” Cammie stated.



Governor Proclaimed Lead Week October 24-30, 2004

In Missouri, Governor Bob Holden proclaimed this week to be Childhood Lead Poisoning Prevention Week. The national theme this year, chosen by HUD, CDC, and EPA, was “Shut the Door on Lead Poisoning”. Lead poisoning prevention advocates in Missouri used this theme in their efforts to promote this emphasis. Materials provided to advocates included radio and newspaper PSA’s, a sample Letter to the Editor, flyers, and activity pages for children. Fifty-two agencies participated using the materials provided. Read below to

find out how St. Joseph-Buchanan County Health Department and People’s Health Centers promoted Lead Poisoning Prevention Week.

St. Joseph-Buchanan County

The entire emphasis was dedicated to lead poisoning prevention activities at St. Joseph-Buchanan County Health Department. The clinic lobby was decorated using the theme “Help Cat in the Hat Shut the Door on Lead Poisoning”. An information table was set up for parents and clients to browse through while waiting. Puppet shows and story times were presented at various times daily throughout the week. Presentations were set up at preschools and kindergartens. Flyers and handouts were distributed in the community to schools, Headstart centers, and to the city hall. An article was written promoting the week and was placed in the city Municipal Courier. The staff also participated in a Wal-Mart Safety Day event, proving lead safety information and children’s games.

People’s Health Centers

People’s Health Centers in St. Louis did several “Mr. Lead Spot” puppet presentations. These were held in their pediatrics department. Goody bags were also handed out. They received good feedback from the parents and children who participated.



MR. LEAD SPOT PUPPET SHOW

Act now! There are only a few puppet show kits left! The puppet show kits are \$50.00, reduced from \$198.00. This is a great way to teach children ages two to six years about preventing lead poisoning. If you are interested, contact Kim at 573-526-4911.



Successful Public Outreach:

Building Local Partnerships

Getting people to change their behavior is a frustrating and challenging task. It takes time, money, credibility, and consistency. Very few organizations have everything they need to do the job alone. Forming partnerships with community members and local businesses will bring access to additional resources, fresh ideas, and new audiences.

Through a partnership, different people and organizations work together to address common interests and concerns. A partnership is the easiest way to develop and implement effective activities to address childhood lead poisoning concerns.

When forming a partnership, think about the areas where you need help, and seek to establish relationships with persons who can fill those needs. If, for example, you want to educate daycare providers about childhood lead poisoning, you will increase your likelihood of success if you work with an organization that has access to and credibility with daycare providers, such as the Bureau of Childcare, Missouri Department of Health and Senior Services.

Partners need to agree on a set of common objectives, a timeline, and the assignment of responsibilities. An important factor in ensuring distribution of the workload is to collaborate on the issue from the beginning, rather than approaching a potential partner with a fully formed idea and asking them to sign on.

Local partners in your community may include:

·Realtors ·Hardware Stores ·Rental Property Owners ·Banks/Mortgage/Loan Companies
·Churches ·Retail Associations ·Building/Home Inspectors ·Food Banks ·Habitat for Humanity
·Head Start ·Parents As Teachers ·Library ·Media Outlets ·Physicians ·Schools

Lead in a Children's Vitamin

As part of a review by Consumerlab.com, *Li'l Critters Gummy Vites* was found to contain 2.5 µg/dl of lead per two gummy bear serving. This is an excessive amount of lead for a children's vitamin and should be avoided. The product tested by ConsumerLab.com has the expiration date of 9/05. These results were confirmed in two independent laboratories prior to release.

ConsumerLab.com feels that the manufacturer, Northwest Natural Products, has acted irresponsibly and unethically regarding this problem. They believe their findings are correct. For more information about this, see their [news release](#).



Lead in LUCAS Candies from Mexico

In August 2004, LUCAS Candies, a division of the Mars candy company, issued a voluntary recall for four particular candies due to possible adulteration with lead. The hot and spicy Mexican candies include LUCAS Limon, LUCAS Limon con Chile, LUCAS Acidito, and Super LUCAS. The company voluntarily removed these candies from sale in the United States, however, if you find these candies presently on store shelves, ask the retailers to voluntarily remove the products from sale.



This & That

Updated Lead Manual

The lead manual has been updated and is available on the DHSS Childhood Lead website at www.dhss.mo.gov/ChildhoodLead.

On-Line Publications

Kids in Danger. Playing With Poison: Lead Poisoning Hazards of Children's Product Recalls 1990-2004.

Recently, 550 times the level of lead considered toxic in paint has been found in crayons, sidewalk chalk, and vending machine jewelry meant for children's use. This danger prompted a study of the last 15 years of children's product recalls involving lead hazards.

The report is on-line at:

www.kidsindanger.org/04v1/publications/reports/2004_playingwithpoison.pdf

"Strengthening the School Nurse-Student Partnership for Students with Environmentally-Triggered Conditions" by Ellie Goldberg, M.Ed., Healthy Kids: The Key to Basics

The report is on-line at:

<http://www.healthy-kids.info/resourcesdetail.lasso?-skiprecords=0>

Lead Poisoning Vocab To Know

1. Secondary Prevention: Responding to a problem after it occurs. Involves identifying children with elevated blood lead levels and eliminating or reducing their lead exposure.

2. µg/dL: Micrograms per deciliter, the usual unit of measure for blood lead levels.

3. Clearance Standards: Maximum allowable lead levels on surfaces (e.g., floors, windowsills, and window wells) after a residence has undergone lead abatement. Refer to HUD and EPA clearance standards for allowable lead levels.

Publications On DHSS CLPPP Website

There are publications on the Childhood Lead Website

<http://www.dhss.mo.gov/ChildhoodLead> that

you may print off and make copies for distribution. Some of the publications include:

1. Protect Your Family From Lead in Your Home (English and Spanish versions)

2. What Your Child's Blood Lead Level Means and How You Can Reduce It



Articles Wanted!

Tell us what you are doing. If you would like your health department or organization to be featured in the next issue of NewsLEADER, please send your articles to:

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Email Craftk@dhss.mo.gov, phone 573-526-4911, or fax 573-526-6946.